

Localism in radio is a very important topic. Having grown up in a rural farming area in between Fort Wayne and Muncie, I know first hand the affects of localism in the media. For me, and many of the people I grew up with, local news was more important than national or international news. The economy will always change and there will always be wars in the news. We all know those stoies. What people cared about was sports(local and national), historical stories from the area, and every other type of local news stories. In the paper I read growing up, as much attention could be given to a prom king/queen as to the pope's annual visit to a war starved country. Don't get me wrong, those stories are important, but to the majority of people in small communities, they will never have an impact on their lives. Smaller communities are almost always a closer knit community. They get a lot of pleasure from seeing and hearing relatives and friends in the news.